



IN REPLY REFER TO:

S72(HFC-AM)

November 16, 2004

United States Department of the Interior

NATIONAL PARK SERVICE

Harpers Ferry Center

P.O. Box 50

Harpers Ferry, West Virginia 25425-0050

REQUEST FOR PROPOSAL NUMBER N1105050001 SERVICE-WIDE SIGN MANAGEMENT PROGRAM

Ladies and Gentlemen:

The National Park Service, Harpers Ferry Center, is soliciting proposals for the planning, design, and manufacture of new and replacement signs and interpretive wayside exhibits consistent with the National Park Service (NPS) UniGuide Sign Standards for all units of the National Park System. The period of performance for the initial contract award is one year with provisions for four one-year options and five one-year 'award term' periods not-to-exceed a total of 10 years.

There are 388 units within the National Park System. The total number of signs in use is uncertain, but estimates range from 100,000 to 800,000 signs. For the purposes of this proposed contract, it is estimated that approximately 21,200 signs will be replaced each year in the following sign categories:

- | | |
|--|-----------------|
| • Park and Facility Identification Signs | 850 per year |
| • Motorist Guidance and Traffic Regulatory Signs | 4,700 per year |
| • Visitor Information Signs | 15,650 per year |

Contract functions may include, but are not limited to, the following:

- ◆ Planning and design of new and replacement signs, including creation of sign plans; development and documentation of specifications that prescribe the form, material composition, content, location and/or installation of a set of signs or individual signs and sign components; and computerized sign fabrication files;
- ◆ Fabrication and shipment of signs, including interpretive wayside exhibits, maintenance, packaging and shipping of sign components;
- ◆ Archiving of digital files and production materials for future use, development of a website and creation and maintenance of an online ordering system as a complement to the NPS UniGuide website and establishment and management of customer service; installation guidance; and
- ◆ Establishment of a plan and process to ensure continuous improvement of the products and services provided.

All work shall be performed in accordance with the UniGuide Standards Manual (Attachment A). Offerors with resident sign planning, design, and manufacturing capabilities, or joint ventures between firms that individually possess these capabilities is contemplated. Meeker & Associates, Inc., who owns the design of the Visitor Information Sign System (patented and proprietary) is not precluded from being a part of this work. (Also refer to Section G, Paragraph 12).

A Request for Information (RFI) with a *Draft* Request for Proposal (RFP) was issued on May 27, 2004. Comments were carefully considered. As appropriate, these comments have been incorporated into this RFP. It is important to note that many of the start-up and overhead activities originally contemplated have been eliminated as initial requirements; however, we are now requesting that offerors propose the start-up activities and phase-in plan for evaluation.

All changes and additions from the *Draft RFP* are presented in **BOLD**. Major changes (including requirements for a proposal response) are outlined below:

Section B – Supplies or Services and Price/Costs:

1. Pricing structure for signs was changed. Pricing is now requested by sign assembly. In addition, individual component pricing is requested for the Visitor Information Signs.
2. A new requirement was added to include quantity discounts for purchases made in large quantities for both sign assemblies, components and replacement parts.
3. An Economic Price Adjustment Clause was added to Section G, Contract Administration Data, to recognize the price fluctuation that may occur in the three primary raw materials (i.e., Steel, Aluminum, and Western Red Cedar).
4. Detailed instructions for downloading the appropriate Price Index information (i.e., PPI and CPI) were added to Attachments K and L.

Section C – Description/Specifications/Work Statement:

1. The requirements for prototypes, meetings, and training materials (overview brochure, poster, and technical bulletin) during the initial contract phase-in were eliminated. Offeror should propose the start-up activities.
2. Flexible phase-in schedule. Offeror should propose a timeline.
3. Quick Ship requirements relaxed and catalog of signs has been reduced significantly.
4. Inventory requirements were deleted. Offeror should propose a plan for rapid response.

5. Installation was deleted under Manufacturing. Installation guidance was added to Customer Support.

Section D – Packaging and Marking:

Environmental Compliance Guidelines were further defined.

Section G –Contract Administration Data:

1. Economic Price Adjustments (Policy and Methods) for Raw Materials - Steel, Aluminum, and Western Red Cedar were added and defined. Offeror should propose the percentage of fluctuation needed for contract adjustment.
2. Identification of Key Personnel by National Park Service was deleted. Offeror should identify Key Personnel as part of their proposal.
3. Subcontract clauses and “flow-down” subcontractor clauses were revised and identified.
4. Warranty of Supplies of a Noncomplex Nature clause was added. Offeror should include warranty time frames as part of their proposal.

Section I – Contract Clauses:

1. FAR 52.244-2, Subcontracts, was deleted and replaced with FAR 52.244-6 (July 2004), Subcontracts for Commercial Items.
2. FAR 52.223-9, Estimate of Percentage of Recovered Material Content for EPA-Designated Products was added in full text. Offeror should include plan containing estimates as part of their proposal. The plan should be based on annual estimates of total recovered material.

Section L – Instructions, Conditions, and Notices to Offerors:

1. Past Performance and prior experience criteria changed from “the last three years” to “the last ten years.” Also requirement for work to be “similar in size, scope, and complexity to the nature of this project” was revised to read “similar in size, scope, and/or complexity.”
2. New requirement added to provide a complete listing of all products that are warranted with a detailed statement of the terms and conditions of each warranty.
3. New requirement added for baseline price information concerning Raw Materials (i.e., Steel, Aluminum, and Western Red Cedar).

4. New requirement was added for offerors to include quantity discounts when purchasing sign assemblies, components and replacement parts.
5. Requirement for prototypes, meetings, and training materials (overview brochure, poster, and technical bulletin) during initial contract phase-in were eliminated. Offeror should propose the start-up activities included in the phase-in period.
6. Flexible phase-in schedule. Offeror should propose phase-in schedule.
7. Inventory requirements were deleted. Offeror should propose a plan for rapid response.

Section M – Evaluation Factors for Award:

1. Management Capability and Prior Experience weightings were deleted and combined with “like criteria.”
2. Evaluation Criteria and Criticality and Importance Matrix weightings were revised.

Attachment A – UniGuide Standards Manual:

The more complicated assemblies within Standard Sign Manual Attachment A3 were deleted. Assemblies deleted were A.2, A.3, and A.4 (i.e. Visitor Information Signs of the zigzag type and triangular kiosk-type assemblies).

Attachment E – National Park Service Inventory

This has been updated to include a listing of current and pending UniGuide Sign Program projects.

Attachment F – Environmental Policies, Regulations, and Resources:

Attachment was updated to add definitions of the relevant requirements. Policies and Regulations that were not pertinent were deleted.

Attachment R – Past Performance Questionnaire:

Questionnaire revised to make questions and responses more relevant to work to be performed under the contract.

UNICOR Contact

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It is our policy in the solicitation and negotiations of contracts of this type to secure the best-qualified offeror to perform the work. We intend to review all proposals received in the most objective manner possible, employing the Technical Evaluation Criteria and Award Criteria identified in Section M. Please follow the guidelines in Section L for the preparation of both your Technical and Business Management/Cost Proposal.

The National Park Service considers an offeror's past performance to be an important consideration in the evaluation of proposals for this contract award. Therefore, your proposal submission must include information relating to your firm's past performance in similar contracts.

The National Park Service will collect evaluations from the clients/customers listed in your proposal during the Evaluation Phase (January and February 2005) of this acquisition. A suggested letter to send to your clients/customers informing them of this is enclosed. Use of this letter will help us to speed up the evaluation and award process. Now, more than ever, in the face of increasingly limited resources, the NPS intends to make use of past performance information in deciding which offeror is most capable of delivering the greatest value to the American public. Contract award is contingent upon NPS Exhibit 300-1 approval from the NPS Information Technology Investment Council.

An original and four copies of your Technical Proposal and an original and one copy of your Business Management/Cost Proposal should be mailed to: National Park Service, Harpers Ferry Center, Office of Acquisition Management, Attention: Melody Wolfe, Procurement Technician, P.O. Box 50, Harpers Ferry, West Virginia 25425-0050; or hand-carried or Express mailed to: National Park Service, Harpers Ferry Center, Office of Acquisition Management, Attention: Melody Wolfe, Procurement Technician, Administration Annex, 230 Zachary Taylor Street, Harpers Ferry, West Virginia 25425. **PROPOSALS MUST BE RECEIVED ON OR BEFORE 4:00 P.M., LOCAL PREVAILING TIME, ON FEBRUARY 18, 2005.**

General and administrative questions concerning this RFP should be referred only to Melody Wolfe, Procurement Technician, whose telephone number is (304) 535-6495. All technical questions should be detailed and submitted in writing either by facsimile or e-mail on or before February 4, 2005 to the following: Fax Number (304) 535-6424 or Internet Address: melody_wolfe@nps.gov. **(COLLECT CALLS WILL NOT BE ACCEPTED.)**

Sincerely,

JoAnne Grove
Contracting Officer

Enclosures:

- (1) Sections A through M
- (2) Attachments A through V
- (3) Excel Files for Transmission of Pricing Data Sheets (4)

Sample Client/Customer Authorization Letter

Dear "Client/Customer":

We are currently responding to a National Park Service (NPS) Request for Proposal for the planning and design of signs, manufacture, and replacement of signs and the interpretive wayside exhibits consistent with the National Park Service (NPS) UniGuide Sign Standards for all units of the National Park System. They are placing an increased emphasis in their procurement on past performance as a source selection factor. They are requiring that clients/customers of entities responding to their solicitation be identified and their participation in the evaluation process be requested. In the event you are contacted for information on work we have performed, you are hereby authorized to respond to those inquiries. The past performance portion of our proposal is due to the National Park Service on January 18, 2005, so they will most likely be contacting you in January and/or February 2005. They will need a prompt response in order to evaluate and award a contract for this work by their anticipated award date of June 1, 2005.

We have identified Mr./Ms. _____ of your organization as the point of contact based on their knowledge concerning our work. Mr./Ms. _____ has been identified as an alternate. Your cooperation is appreciated. Any questions may be directed to _____.

Sincerely,

AWARD/CONTRACT		1. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 350) →		RATING		PAGE 1 OF 1 PAGES	
2. CONTRACT (Proc. Inst. Ident.) NO.		3. EFFECTIVE DATE		4. REQUISITION/PURCHASE REQUEST/PROJECT NO. R1105050001			
5. ISSUED BY National Park Service, Harpers Ferry Center Office of Acquisition Management P.O. Box 50 Harpers Ferry, West Virginia 25425-0050		CODE		6. ADMINISTERED BY (If other than Item 5)		CODE	
7. NAME AND ADDRESS OF CONTRACTOR (NUMBER, STREET, CITY, COUNTY, STATE AND ZIP CODE)				8. DELIVERY <input type="checkbox"/> FOB ORIGIN <input checked="" type="checkbox"/> OTHER (See below) DESTINATION			
				9. DISCOUNT FOR PROMPT PAYMENT			
				10. SUBMIT INVOICES (4 copies unless otherwise specified) TO THE ADDRESS SHOWN IN:		ITEM 11	
CODE		FACILITY CODE					
11. SHIP TO/MARK FOR To be identified in each individual Task Order or Delivery Order		CODE		12. PAYMENT WILL BE MADE BY → CODE			
				To be identified in each individual Task Order or Delivery Order			
13. AUTHORITY FOR USING OTHER THAN FULL AND OPEN COMPETITION: <input type="checkbox"/> 10 U.S.C. 2304(c)() <input type="checkbox"/> 41 U.S.C. 253 (c)()				14. ACCOUNTING AND APPROPRIATION DATA To be affixed to each individual Task Order or Delivery Order			
15A. ITEM NO.	15B. SUPPLIES/SERVICES			15C. QUANTITY	15D. UNIT	15E. UNIT PRICE	15F. AMOUNT
	Service-wide Sign Management Program consistent with National Park Service (NPS) UniGuide Standards for all units of the National Park System. Work shall be completed in accordance with the attached Sections B through J.						REQUIREMENTS CONTRACT (See Section I, Contract Clauses, Page I-5.)
15G. TOTAL AMOUNT OF CONTRACT						\$	N/A

16. TABLE OF CONTENTS							
(X)	SEC.	DESCRIPTION	PAGE (S)	(X)	SEC.	DESCRIPTION	PAGE (S)
PART I – THE SCHEDULE				PART II – CONTRACT CLAUSES			
X	A	SOLICITATION/CONTRACT FORM	A-1	X	I	CONTRACT CLAUSES	I-1/7
X	B	SUPPLIES OR SERVICES AND PRICES/COSTS	B-1/113	PART III – LIST OF DOCUMENTS, EXHIBITS AND OTHER ATTACH.			
X	C	DESCRIPTION/SPECS./WORK STATEMENT	C-1/50	X	J	LIST OF ATTACHMENTS	J-3
X	D	PACKAGING AND MARKING	D-1/6	PART IV – REPRESENTATIONS AND INSTRUCTIONS			
X	E	INSPECTION AND ACCEPTANCE	E-1/2	X	K	REPRESENTATIONS, CERTIFICATIONS AND OTHER STATEMENTS OF OFFERORS	K-1/13
X	F	DELIVERIES OR PERFORMANCE	F-1/2			X	L
X	G	CONTRACT ADMINISTRATION DATA	G-1/19	X	M		
X	H	SPECIAL CONTRACT REQUIREMENTS	H-1/2				

CONTRACTING OFFICER WILL COMPLETE ITEM 17 OR 18 AS APPLICABLE

17. <input checked="" type="checkbox"/> CONTRACTOR'S NEGOTIATED AGREEMENT (Contractor is required to sign this document and return 4 copies to the issuing office.) Contractor agrees to furnish and deliver all items or perform all the services set forth or otherwise identified above and on any continuation sheets for the consideration stated herein. The rights and obligations of the parties to this contract shall be subject to and governed by the following documents: (a) this award/contract, (b) the solicitation, if any, and (c) such provisions, representations, certifications, and specifications, as are attached or incorporated by reference herein. (Attachments are listed herein.)		18. <input type="checkbox"/> AWARD (Contractor is not required to sign this document.) Your offer on Solicitation Number _____, including the additions or changes made by you which additions or changes are set forth in full above, is hereby accepted as to the items listed above and on any continuation sheets. This award consummates the contract which consists of the following documents: (a) the Government's solicitation and your offer, and (b) this award/contract. No further contractual document is necessary.	
19A. NAME AND TITLE OF SIGNER (Type or print)		20A. NAME OF CONTRACTING OFFICER JoAnne Grove	
19B. NAME OF CONTRACTOR BY _____ (Signature of person authorized to sign)	19C. DATE SIGNED	20B. UNITED STATES OF AMERICA BY _____ (Signature of Contracting Officer)	20C. DATE SIGNED